

# Heath Weaver

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With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise with strategic leadership. Known for driving innovation and efficiency, Heath's career reflects a consistent ability to adapt and excel in dynamic environments, making a significant impact in every role undertaken.

## Career

### Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Developed and executed a successful marketing strategy by automating content generation, producing blog posts and tweets for every processed email, enhancing engagement and visibility.
- Leveraged expertise in digital marketing and data analytics by integrating AI systems for email content review, improving deal extraction accuracy from 80% to 95%.
- Demonstrated exceptional leadership and team management skills by designing and implementing the entire architecture for emailsanddeals.com, achieving a processing rate of 1 email every 5 seconds.

### Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Developed and executed successful marketing strategies, overhauling customer segmentation and email strategies, which boosted client revenue by 34%.
- Demonstrated exceptional leadership and team management skills by directly managing large teams of up to 50, focusing on organization and motivation, improving client satisfaction by 10%.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction, showcasing expertise in digital marketing and data analytics.
- Established extensive process documentation, reducing production defects by 76%, and implemented a matrix-based forecasting system using AI for scenario analysis, improving decision-making and operational efficiency.

### VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and executed marketing strategies for 15 SaaS products, enhancing competitive positioning and sales enablement, directly contributing to streamlined product launches.
- Managed Salesforce migration and training, ensuring data integrity and team readiness for account-based marketing strategies, significantly improving sales team effectiveness.

### Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Developed and executed successful marketing strategies for clients like Motorola and Virgin Wines, enhancing their digital presence and market competitiveness.

- Led a digital growth-hacking division, optimizing digital advertising and content marketing strategies, resulting in significant improvements in client digital engagement.

## **Director, Europe at High Position Agency**

2010-Mar – 2011-May | Partially Remote

- Developed and executed a successful marketing strategy that increased revenue by 75%, leveraging digital marketing and data analytics to enhance client-focus and online marketing integration.

## **Head of Search Engine Marketing, Europe at Sony eCommerce Europe**

2007-Jun – 2010-Feb | Brussels

- Developed and executed successful marketing strategies, increasing direct sales by 300% over three years through effective search marketing program management.
- Led digital marketing initiatives, achieving top 5 listings for high-volume keywords and reducing ad costs by 5% while significantly increasing sales.
- Created Sony's first worldwide Marginal Profit analysis, enhancing profitability insights and contributing to a turnaround from 0% to over 5% operational profit for the VAIO brand.

## **Manager, Finance at Sony VAIO Europe**

2003-Sep – 2007-Jun | Brussels

- Developed and executed a 'locomotive' strategy that reversed declining margins, achieving a 5% operational profit in 3 years, directly contributing to Sony VAIO's profitability turnaround.
- Led worldwide profitability analysis initiatives, providing granular insights by country, product, and dealer, which became a corporate benchmark and drove NIBT growth.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and improving reporting accuracy, which supported strategic decision-making and operational efficiency.

## **Financial Analyst and Investor Relations at Charlotte Russe**

2002-Sep – 2003-Apr | San Diego

- Developed and executed automated reporting systems using Excel VBA (Macros), enhancing management productivity and supporting strategic decision-making with accurate, timely data analysis.

## **Education**

### **Dixie State University - in Business Administration with Accounting and Marketing Emphasis**

1997-Aug – 1999-Apr | St. George, UT

## **Skills**

### **Business Development:**

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

### **Finance & Business:**

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

### **Leadership & Management:**

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

**Marketing & Digital:**

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

**Technical:**

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

**Languages:**

English (Native) • French (Basic) • Italian (Learning)

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